**How has the way that men are represented in Levi’s adverts changed over time?**

**Discuss this question using 1890s print advert ‘Man and dog’, 1985 TV advert ‘Laundrette’ and 2007 TV advert directed by Michael Wilke. You may refer to other adverts we have studied.**

Introduction

Basic details about Levi’s – when started, where, original purpose/audience. How has this changed over time? How have the forms of advertising changed?

Settings and narrative

Explain the narratives (what’s happening) and settings of all 3 adverts comparing them. How do they make use of the form of advertising? (e.g. print vs moving image)

Themes and characters

What themes are shown in the adverts (e.g. humour, greed etc.) How are these themes shown? Compare the main male characters in the adverts (age, visual appearance, facial expressions, personality etc)

What other characters are there? How do these relate to the main male characters?

Camera shots

What variety of camera shots is there? What are the shots of? How many? Are there any of the product/logo/brand?

Editing (image and sound)

How are the camera shots edited? What is the pace like? How does the editing fit the music? What is the importance of the music?

(For print ads discuss layout, text vs image, font, image within image, analyse language/ persuasive techniques)

Mise-en-scene

Any other details of mise-en-scene not already mentioned

Conclusion

How does Levi’s want to be represented? How does it use the male characters to show this representation? How have the brand and the target audience changed over time? Summarise how you think the brand has changed the representation of men over time and why.

**Word count 800-1500 words.**